

1981

Herald of Truth Ministry in Springfield, Missouri

Herald of Truth

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These are the objectives
of the
Herald of Truth ministry.

- To search out truth-seekers and to assist and guide them into a more comprehensive study of God's Word.
- To serve as a means of conditioning the minds of people for more personal teaching.
- To exert a positive force for the restoration of the truth and spirit of New Testament Christianity and thereby promote the unity of all people in Christ.
- To assist in the advancement of the principles of Jesus Christ in a world of conflicts.
- To strengthen Christians through reclamation, edification and inspiration.

The churches in Springfield, Missouri get at least one new contact every day from their local radio and television programs.

Why?

B. M. Litton, one of the preachers in the Springfield church says,

“Ten years ago several congregations here wanted to sponsor local radio and television programs. There has been a broadcast every week since that time, and these messages from Batsell Barrett Baxter really help our evangelistic efforts. In the last three years in our congregation alone, we have received the names of over 200 people – our friends and neighbors – who listen to the program and want more information.”

The church in Springfield takes action:

- 1. They buy the air time direct from the local stations themselves (Herald of Truth handles the shipping and scheduling of programs.)
- 2. The program is advertised by radio and TV spots, in the Springfield newspaper, and among their own members.
- 3. They use the broadcast as an “on the air” lesson to supplement the Home Bible Studies they have in progress.
- 4. All types of promotional aids are utilized, including posters, door hangers, brochures and bumper stickers.

Using this approach, the Springfield churches have expanded and enhanced their local ministries. The Herald of Truth broadcasts have become an integral part of Springfield’s evangelistic work.

Other congregations have shown success in their local ministry when they locally sponsored the Herald of Truth programs. For instance, in San Antonio, three months after Herald of Truth became locally-sponsored, response to the program was four times higher than the previous year.

Why do congregations benefit from locally sponsoring HOT?

- A new method of extending the congregation’s outreach into the community is possible.
- Individual members gain more of a personal sense of mission work in their community through the use of Herald of Truth programs.
- Purchasing the air time from the local station guarantees a more consistent time of day and weekly programming than does the sustaining program.
- Teenagers are meaningfully involved in making the program successful by distributing door hangers, calling cards and other materials.

- A public ministry sponsored by the congregations makes the members feel closer to each other because they are unified in a common cause.
- People who probably would never otherwise hear the messages are reached through television and radio.
- A greater sense of responsibility is generated when names of new contacts are referred to the local churches and personal calls are initiated.

How does a congregation sponsor Herald Truth in their area?

Congregations locally-sponsoring the Herald of Truth make arrangements with the station about the payment for the cost of air time. Usually the congregation makes a contract with the station on a yearly basis. Then the congregation pays the station monthly. Each week’s films or tapes are mailed by the Herald of Truth staff to the stations which carry the program. This staff handles all the broadcasting details for the congregation – such as making sure the right station gets the film or tape needed on the correct date. Also, if desired, churches can request assistance in contacting the stations and making local contracts.

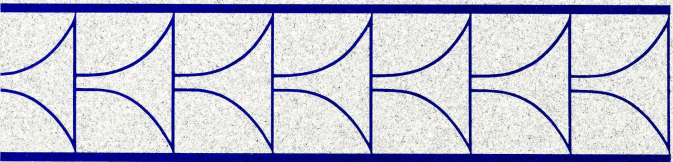
IF THE HERALD OF TRUTH IS ALREADY BROADCAST IN YOUR AREA . . . but you would like to take advantage of the opportunities in locally-sponsored programs, mail the attached card. Someone will work with you and the station to help make the arrangements.

An audience building manual can be sent to you if you are interested in broadening your local evangelistic work. This manual contains suggestions on building audiences and involving your own members.

IF YOUR LOCAL STATIONS DO NOT CARRY HERALD OF TRUTH . . . and you would like to see this program broadcast or telecast in your community, simply contact the Highland Church of Christ. A self-addressed, postage-paid card is attached for your convenience.

We want to help you, either by yourself or with the assistance of sister congregations in your area, to make Herald of Truth part of your own local evangelistic effort.

HERALD OF TRUTH



We’re interested in locally-sponsored Herald of Truth Radio ____ TV ____ both ____ programs. Please send more information. We understand there is no obligation.

Local stations in our community (do, do not) carry Herald of Truth.

Name _____

Congregation _____

Address _____

City _____ State _____ Zip Code _____

Function in congregation _____

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